

TallyGenicom

- Situation** Genicom was a leading manufacturer of printer solutions, including laser, serial matrix and line matrix printers, as well as consumables. When it acquired Tally, an international printer company, the new enterprise needed a brand identity that combined the strengths of both entities to establish an even more dominant footprint in the marketplace.
- Solution** We worked with Genicom during the initial planning stages of the acquisition to strategize, coordinate and design a new corporate identity and branding initiative. To maintain existing brand equity, the new company was named TallyGenicom. Accordingly, we were charged with creating a new positioning and tagline, determining optimal branding architecture and recommending the best path for evolving the new identity.
- The positioning platform we developed was based on two of TallyGenicom's ownable attributes: 1) specialization (exclusive focus on printer solutions), and 2) size (one of the largest companies in the industry). These qualities are reflected in the tagline we created—"Power to Print."
- We developed the visual identity with a unifying "tg" monogram as shorthand for TallyGenicom. The campaign for the new brand included employee communications, brand advertising, product data sheets, PowerPoint presentations and a preliminary graphic standards manual.
- Result** Our comprehensive identity, marketing and advertising platform helped to establish a cohesive and balanced brand for the company, and was quickly embraced by management from two different corporate cultures. Overall, the new, streamlined branding system provided TallyGenicom with a powerful presence to further succeed in the global printer solutions market.

TallyGenicom (TG) specializes in business-class, transaction-document printing solutions. In fact, we're one of the largest companies in the world focused exclusively on providing printers, printer parts, consumables and service. With the most extensive product line in the industry and award-winning customer service, TallyGenicom is uniquely positioned to offer advanced technology solutions for high-volume impact and laser printing.



- o positioning statement
- o logo/monogram
- o logo and signature
- o tag line
- o stationery system

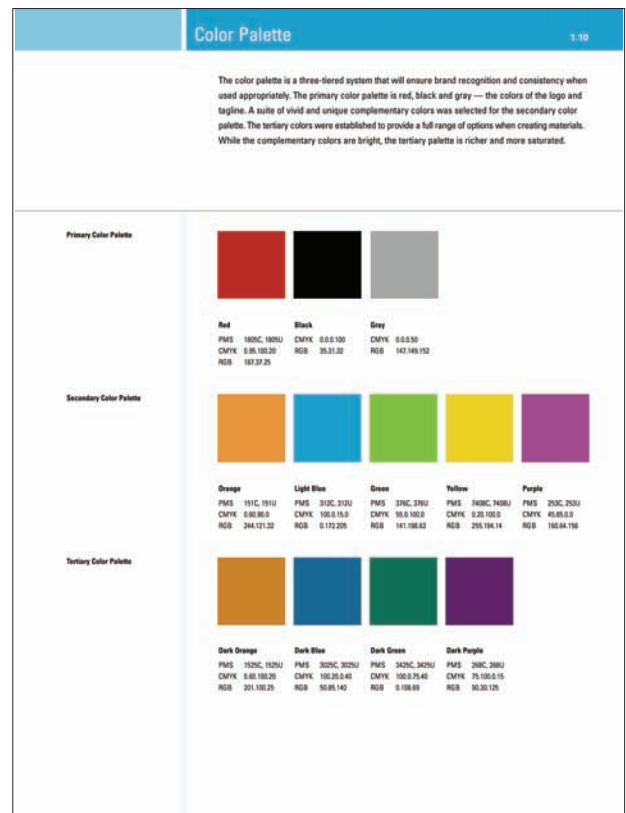
Research Modes Used:


Stakeholder Interviews

Competitive Brand Benchmarking

Case Study Research









TallyGenicom. Printers that make the mark.

Soon, you'll be seeing our logo everywhere you see a fast, dependable, durable printer. We're the new TallyGenicom®. Two trusted names have teamed up to become the only printer company that offers a full range of impact and laser printers worldwide.

No other printer company can offer you the same high levels of advanced technology and customer service. We're the printer specialists. So look for the TallyGenicom logo. You won't have to look far.

www.tallygenicom.com
800.436.4266

 TallyGenicom® > Power to Print





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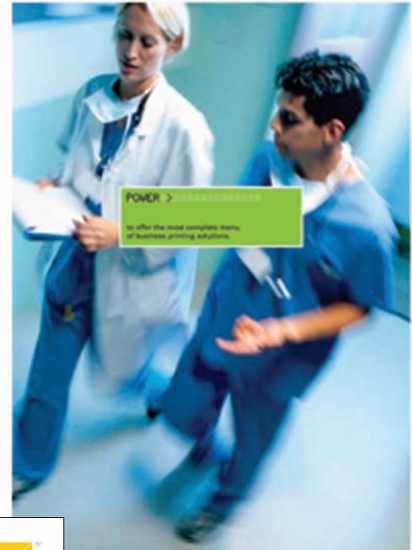
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 TallyGenicom® > Power to Print

SPECIALIST.
With the world's widest selection of business-class printers, supplies and service, TallyGenicom has everything you need, everywhere you need it.

► We make what industry you're in or your needs, we have the right product for you. Tote's custom products and printing solutions are found in airports, retail stores, factories and everywhere at around the world. They're the basis of successful experiences and for outstanding technology. And that's Tote's commitment to give you exactly what you need.



to supply and service
customers across the globe

GLOBAL /
No matter where
your business
is located,
TallyGenicom
is there to help
you succeed.



- We're raising the bar with a legion of powerful, affordable laser printers. They stand alone in a market that usually settles for less. With speeds up to 45 pages per minute and outstanding print quality, plus postscript emulation and Ethernet connectivity, our monochrome laser printers are designed for business applications and demanding network environments.

Delivering exceptional paper handling and powerful network performance, these products provide you excellent output and low cost of operation. At 1200 dpi resolution, you can count on the crisp text and eye-catching graphics that make the right impression. TallyGenicom's laser printers turn documents such as invoices and billing statements into highly effective communications. In quality, speed and functionality, they're the price-performance leader.



- TallyGenicom color laser printers provide the best combination of performance, quality and economy for business workgroups, corporate networks and professional color users. That is, anyone needing precise, high-quality color photo images for

- TallyGenicom color laser printers provide the best combination of performance, quality and economy for business workgroups, corporate networks and professional color users. That is, anyone needing precise, high-quality color photo images for their business. Their processing speed is ultra-fast, with engines rated up to 24 pages per minute for color and monochrome. They also feature true network speeds that are up to 50% faster than other color laser printers in their class.

Our color laser printers are versatile too, printing on a variety of media including plain paper, transparencies, labels and envelopes. Known for easy installation and hassle-free use, they lower your cost of operation. With 2400 dpi commercial-grade color quality, seamless network connectivity and true Adobe PostScript®, their value is extraordinary.



- Our complete line of printer supplies meets rigid quality controls and stringent specifications to ensure superior results. Our supplies are specifically designed to match the functionality of your original equipment manufacturer (OEM), whether it's Genicom® Tally® Digital® Centronics® Compaq® or Texas Instruments®

We offer 100% new, not remanufactured supplies that are compatible with most major brands, including HP® and Xerox®. Our solid color sticks and color toner for Tektronix® printers are brought to market after extensive research, manufacturing and testing. All TallyGenicom supplies are designed to provide rich, vibrant colors consistent with the OEM. They are also guaranteed for use in Tektronix® and Xerox® printers and will not cause damage or abnormal wear.



We Provide Customized
Printing Solutions for
Your Critical Needs.

THE 3-STEP PROCESS
 Produce professional quality transactions. Accountants, eliminate expenses on printed forms and reduce network traffic with our e-forms solution. You can print invoices, purchase orders, packing slips, bills of lading and much more from a compact host data stream. Bar codes, graphics, forms, promotional messages and conditional formatting are added to your text data stream inside the printer for fast processing and immediate printing.

PRINTED MANAGEMENTS360
Printer Management network monitors up to 64 help system managers or remote help desks
manage and support all networked printers.
After an automatic discovery by Printer
Management, all your Assistant printers can
be managed and named for friendly integration
and control. Through a graphic interface,
Printer Management allows you to monitor
status and communicate with them via alerts,
file status of printers, reports and other
updates to help you manage your printers.

- 

Printer Supplies

> You'll find us highly compatible.

- > 100% Brand New, Not Remanufactured
 - > Fully Compatible
 - > 100% Satisfaction Guaranteed
 - > Precision Built and System Matched
 - > Built to be Consistent with the Original Equipment Manufacturer (OEM) Product in Print Quality, Yield and Reliability



Power to Print

Canon®
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products
to the
er for
and
EM.

OEM alternative
r supplies

operations, we became one of the
cializing in printers for business-
our 50+ years of experience to
that you need and use everyday. Our
riety of ultra-reliable products that

meet your performance expectations and lower your printing costs.

Our 100% Brand New printer supplies are fully compatible with your laser and ink jet printers, fax and copiers, even if you don't own Tally® or Genicom® products. We insist on rigid quality controls and stringent specifications using only high-quality components with durable construction to achieve superior print quality and longer life.

Ink jet cartridges for printers

Designed to specifically match the functionality of your printers, our high-quality ink jet cartridges provide maximum printing performance and reliability equal to the OEM.

COMPATIBLE WITH:
Epson® Brother® Canon® Xerox®

Solid color ink and color toner cartridges for printers

Tested by independent labs such as Buyers Laboratory, Inc. and Industry Analysts, Inc., our solid color ink and color toner cartridges provide you with rich and vibrant colors consistent with the OEM.

COMPATIBLE WITH:
Tektronix® Xerox®

New toner cartridges for toner, copiers and fax machines

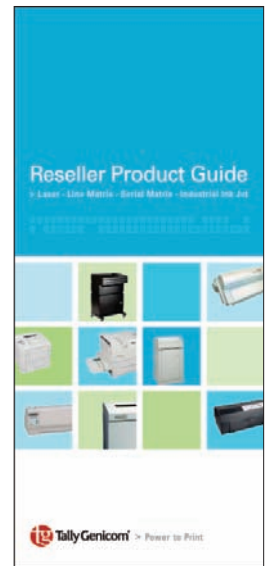
Guaranteed 100% Brand New — not remanufactured — our new toner cartridges deliver higher yields and as a result lower your cost per page.

COMPATIBLE WITH:
HP® Apple® Brother® Lexmark® Digital®









Tally Genicom® > Power to Print

Laser Print

5050 and

Tally Genicom® > Power to Print

Inkjet Print

With
and
they

Works
for
example,
it's
not
just
the
size
of
the
print
but
also
the
cost
of
the
print.

5050 and 5100

With industry-leading technology
and legendary on-site reliability,
they're built for the long run.

Work faster. Work smarter.

Lower purchase and per page costs. Superior reliability. And the ability to print on a wide range of media. That's why Tally Genicom's 5050 and 5100 are the most popular printers in the world. They're built for the long run.

Consumables
Inkjet Printers
Laser Printers
Matrix Printers
Serial Matrix Printers






Key Features:


- Full range of print speeds (up to 100 ppm)
- Most compact and smallest footprint
- Low cost of ownership (LCOP)
- High quality print (300 dpi)
- Easy to use (simple setup and operation)

Benefits:

- Full range of print speeds (up to 100 ppm)
- Most compact and smallest footprint
- Low cost of ownership (LCOP)
- High quality print (300 dpi)
- Easy to use (simple setup and operation)

Consumables
Inkjet Printers
Laser Printers
Matrix Printers
Serial Matrix Printers

	
Printer technology	Serial or Impact dot matrix
Printer speed	12 or 6 dots/4 cps
Printer life	24mlr
Printer type	Bi-directional
Roll end	10000 pages per month
Roller	10000 hours
Roller speed	10000 hours
Printer/Host interface	Front panel  and host programmable interface
Printer technology	Serial or Impact dot matrix
Printer speed	12 or 6 dots/4 cps
Printer life	24mlr
Printer type	Bi-directional
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Roller	10000 hours
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Printer/Host interface	Front panel  and host programmable interface


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 www.tally-genicom.com

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- ## Tally & Genicom > A New Beginning
- ### Dear Prospects,
- We are pleased and excited to announce that Tally and Genicom have officially joined forces to become TallyGenicom (TGC). Together, we believe we can take full advantage of resources of each, offer greater depth and breadth of products and services to our customers, and apply science to a technology leadership role in such key market and value-added markets.
- As previously, the unique product market and manufacturing expertise for growth and limited capitalization is unique to each when it comes to the various categories pertaining to business model complexity, but we want to give complete advantage to growth. To enhance market performance and growth, we have decided to combine operations and create a new company.
- The newly integrated TallyGenicom will offer you potential to:
- Fully integrated advantage over other companies in the market
 - High level business success in new markets, IT through operations, streamlined growth
 - Access to the global market in various growth strategies for services and solutions
- With this new vision to go on, Tally and Genicom are now combined among products, IT and people should benefit from working in a single company, we have built in other companies over opportunities.
- To be competitive in a highly competitive business, we must work to optimize efficiency, our marketing programs, including advertising programs. Individually, this investment will be challenging if it is not well planned and coordinated.
- Your understanding, cooperation and dedication are in making this new vision a reality as we move forward to give you our best effort as we will increase the standard together. A successful combining of operations will result in a highly competitive, strategic company.
- Sincerely,

[illegible]

Tally & Genicom



The Printer Specialist

Exclusive Focus

- Printers, printer parts, consumables and services







Printer Companies Tally and Genicom Form

The image shows a presentation slide with a blue header containing the text 'Power to Print'. Below the header, the title 'TG "Power to Print" Benefits' is displayed. A bulleted list follows, detailing five benefits: Depth and Breadth of Products & Services, Award-Winning Customer Service, Decades of Experience & Innovation, Most Advanced Technology Available, and Fully Customized Printer Solutions. The slide has a white background with a blue border at the bottom.

- o trade show mailers
- o product direct mail

Come visit Booth 5733 at the National Manufacturing Week and win courtside seats to a Chicago Bulls game!

TallyGenicom's family of printers for manufacturing plants, warehouses, and distribution facilities give you the competitive advantage needed to maximize productivity, day-in and day-out. Whether you print assembly instructions, bar codes, labels, product manifests or maintenance documentation, our printers deliver superior reliability, excellent print quality and low cost of ownership. And they're tough enough to withstand the factory floor, loading dock or other non-office environment.

For more information:

- > call 800.436.4266
- > www.tallygenicom.com/solutions
- > info@tallygenicom.com

TallyGenicom® > Power to Print

NATIONAL ENTERPRISE IT SHOW

* Must be 18 years or older to participate in this contest. Only attendees of the conference are eligible for the prize. Prizes are awarded on a first-come, first-served basis. The contest ends on the last day of the Chicago Bulls game. Prizes will be awarded during the game.

TallyGenicom
4000 Daly Drive
Suite 100
Chantilly, VA 20151

AWARD CLASS
1-17 PICTURE
PAID
MANUFACTURING, VA
PERMIT NO. 116

Discover the Power to Print.

We specialize in printing solutions for manufacturing, distribution and warehousing.

Look for TallyGenicom at Booth 5733 at the National Manufacturing Week's National Enterprise IT Show and Conference.

McCormick Place
Chicago, Illinois
February 23-26, 2004

- > Consumables
- > Ink Jet Printers
- > Laser Printers
- > Line Matrix Printers
- > Serial Matrix Printers

Critical. Reliable. Efficient. Convenient.

Come visit Booth 1207 at the HIMSS Conference and Exhibition and win tickets to Cirque du Soleil!

Our Meditech-approved laser and impact printers enable you to handle various printing demands including laboratory reports, pharmacy labels, insurance documentation and much more. TallyGenicom knows you have more to worry about than the reliability of your printing system. That's why we provide the most reliable and efficient printers for the healthcare environment.

For more information:

- > call 800.436.4266
- > www.tallygenicom.com/products/meditech.htm
- > info@tallygenicom.com

TallyGenicom® > Power to Print

HIMSS

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Suite 100
Chantilly, VA 20151

AWARD CLASS
1-17 PICTURE
PAID
HIMSS, VA
PERMIT NO. 116

Discover the Power to Print.

We're the specialists in healthcare printing solutions with a full range of Meditech-approved products.

Look for TallyGenicom at Booth 1207 at the HIMSS Conference and Exhibition.

Orange County Convention Center
Orlando, Florida
February 23-26, 2004

- > Consumables
- > Ink Jet Printers
- > Laser Printers
- > Line Matrix Printers
- > Serial Matrix Printers

What could you do with an extra **\$1,093?**

POWER & PERFORMANCE. UNLEASHED.

TallyGenicom®

That's how much you can save with a new TG Color Printer...

It's a fact: printing 6,000 full color documents will cost over \$1650 with an inkjet while it will cost only \$557 with the TG 8008. That's a difference of \$1,093!

Stunning Laser Speed + Low Cost Per Page

With more than 50 years of innovative printer solutions behind us, TallyGenicom is pleased to introduce our new line of color laser printers for business. Whether for workgroup or office printing, you can now leverage the impact of color documents, the performance of laser printing, and the low cost of a monochrome printer — all in one machine.

INTRODUCING TG COLOR LASER PRINTERS.

The New Line of TG Color Laser Printers:

- Best productivity with speeds of up to 31 ppm
- Priced to compete with an entry point as low as <TBD>
- Deliver fast first page out times — as low as 13 seconds
- Handle huge workgroup level duty cycles of 30,000 a month
- Lower your cost per page — 32% when compared to an inkjet



TG8008

Starting at <TBD>

- > Affordable, cross-platform color laser
- > High-volume capacity
- > Ideal for consolidating monochrome laser and inkjet printers
- > Supports high-end desktop applications
- > Space-saving design fits any workspace

The Business Value of Color

Stay competitive in today's demanding marketplace by using color to create clearly defined and compelling:

- > Presentations and proposals
- > Newsletters and reports
- > Sales materials and collateral
- > Customer communications

	TG 8008	Xerox 6100 DN	For COLOR LASER BUSINESS
SPEED	up to 31 ppm	up to 21 ppm	Greater speed
FIRST PAGE TO PRINT	13 seconds	15 seconds	More responsive
COST PER PAGE	less than 2¢ (monochrome)	more than 2.5¢ (monochrome)	Saves money
	less than 5¢ (color)	more than 5¢ (color)	Saves money
MEDIAN PRICE	\$642 <TBD>	\$899	Costs less

INTRODUCTORY DISCOUNT—NOW THROUGH TBD

Get \$100 off when you purchase a TG 8008 & extra set of toner!

Reference offer code <TBD> to secure your savings.

What could you do with an extra **\$1,093?**

TallyGenicom®



Blackberry <model> — perfect for business and pleasure.